



**THE EFFECT OF ADVERTISING APPEAL AND
REPETITION ON CUSTOMERS PURCHASE
INTENTION: THE CASE OF ANCHOR MILK IN ADDIS
ABABA**

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**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT
POST GRADUATE PROGRAM**

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ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE DEPARTMENT OF
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in the Case of Anchor Milk in Addis Ababa

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DECLARATION

I, Dagmawit Aklog , declare that the thesis entitled “the effect of advertising appeal and repetition on customers purchase intention: the case of Anchor milk in Addis Ababa ” is my original work. Any source used for the study has been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other Institution.

Dagmawit Aklog

Signature

Date

Table of content

Acknowledgement	i
List of Tables	ii
List of Figures	iii
Abstract	iv
1. INTRODUCTION.....	1
1.1 Background of the study.....	1
1.2 Industry Overview	3
1.3 Statement of the problem	4
1.4 Research Questions	5
1.5 Research Objectives	5
1.6 Significant of the study	6
1.7 Scope of the study.....	6
1.8 Definition of terms	7
1.9 Organization of the paper	8
2. REVIEW OF RELATED LITERATURE	9
2.1 Theoretical Framework	9
2.1.1 Advertising Appeal	9
2.1.1.1 Emotional Appeal	10
2.1.1.2 Rational Appeal	12
2.1.2 Repetition	14
2.1.3 Purchase Intention	15
2.2 Marketing Communication Models	16
2.2.1 Attitude toward the Advertising	16
2.2.2 Involvement Theory.....	17
2.2.3 The elaboration likelihood method of persuasion.....	19
2.3 Empirical Review.....	21
2.4 Conceptual Framework	24
3. RESEARCH METHODOLOGY.....	26

3.1 Research Approach	26
3.2 Research Design	26
3.3 Population and Sample.....	26
3.3.1 Sampling technique	27
3.3.2 Sampling Size	27
3.4 Data Sources and Types	28
3.5 Procedure of Data Collection.....	28
3.6 Data Analysis.....	28
3.7 Ethical Consideration.....	30
4. DATA ANALYSIS AND PRESENTATION.....	31
4.1 Reliability Test.....	31
4.2 Descriptive Analysis.....	32
4.2.1 Demographic Profile of Respondents.....	32
4.2.2 Descriptive statistics of study variables.....	34
4.3 Correlation Analysis.....	36
4.4 Regression Analysis.....	38
4.4.1 Requirements for Regression Analysis.....	38
4.4.2 Relationship between Advertising Components and Purchase Intention.....	39
4.4.3 The joint Effect of emotional appeal, rational appeal and repetition on purchase intention	42
4.4.4 Advertising Appeal and Repetition Effectiveness by Demographic Profile of Respondents.....	43
5. SUMMERY, CONCLUSION AND RECOMMENDATION.....	45
5.1 Summery of Finding.....	45
5.2 Conclusion.....	47
5.3 Recommendation.....	48
5.4 Limitation of the Study and Further Area of Investigation.....	49
List of Reference	50
Appendix A.....	54
Appendix B.....	58
Appendix C.....	62

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List of Tables

Table 4.1: Reliability Statistics	31
Table 4.2: Demographic information	32
Table 4.3: Descriptive statistics of study variables	34
Table 4.4: Correlation Analysis	37
Table 4.5: Model Summary of Autocorrelation	38
Table 4.6: Multi collinearity assumption Test	39
Table 4.7: Model Summary (Independent variables as predictors to dependent variables)	40
Table 4.8: ANOVA table of Purchase Intention	40
Table 4.9: Regression analysis coefficients	41
Table 4.10: Model Summary	42
Table 4.11: ANOVA for the joint effect of advertising Appeal and repetition on purchase intention	42
Table 4.12: regression Coefficients of purchase intention	43

List of Figures

Fig. 2.1: Richard Van Model (Richard Vaughn)	18
Fig. 2.2: Central and peripheral routes to persuasion.....	20
Fig.2.3: Conceptual structure of the study.....	25

Abstract

The purpose of this study was to examine the effect of advertising appeal and repetition on customers purchase intention of Anchor milk. The researcher focused on television advertising. Population was users of Anchor milk and who watched Anchor milk advertisement in the area of Addis Ababa. The study adopted an explanatory (Causal) research design. To select sample population both convenience and purposive sampling method were employed. The data were collected through structured questionnaire which resulted in 176 valid responses. Data analysis was done using descriptive analysis, correlation, regression and one-way ANOVA using SPSS version 20. Results indicated that emotional appeals and rational appeal have positive and significant effect on purchase intention. Emotional appeal has more significant effect on purchase intention than rational appeal. Contrary, repetition has negative and significant effect on purchase intention. The result shows select suitable advertising appeal and fixing optimal number of exposure need critical decision. This suggests that companies should give great consideration to advertising appeal and advertising repetition.

Key words: advertising, emotional appeal, rational appeal, repetition, purchase intention

CHAPTER ONE

INTRODUCTION

This chapter presents an introduction part of the all parts of the research. It contains back ground of the study, Industry Overview, Statement of the problem, research questions, research objectives, significance of the study, scope of the study, and definitions of terms and organization of the study.

1.1 Background of the Study

Companies manufacture products and services with the aim of selling them to consumers; without sales, these companies will run at a loss and soon will be out of business. It is advertising's role through various media, to inform the public about products and services. Terkan (2014) stated that Advertising is a form of communicative activation. It can be informative and persuasive in nature; utilizing the mass or new media to persuade the consumers to purchase goods and services. Advertising may be targeted at promoting a new product or designed to promote existing ones.

According to Benson-Eluwa (2004) as cited by Terkan (2014), the advertising Practitioners of Nigeria (APCON) define advertising as an information which is persuasive and informative about goods and services that paid for or sum of ideas which defined by advertisers via using media. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007).

Advertising is often considered within a framework that identifies advertising appeals as basically either rational or emotional (Solomon, 1992). Likewise, Kotler (1997) pointed out in his study that advertising appeal is the theme of advertisement. To make the audience receive a necessary message, advertisers have to put some driving power into the message, and the driving power is the appeal. Every advertising appeal represents an attraction, which arouses consumer's desires.

Rational advertising stems from traditional information processing models emphasizing that a consumer believed to make logical and rational decisions about products, primarily by showing product benefits such as product quality, value or performance (Albers-Miller & Stafford, 1999).

Emotional appeals are those appearing to generate either positive or negative feelings to create a positive emotional association with a product (Albers-Miller & Stafford, 1999).

Repetition is the most important feature of advertising that distinguishes it from other general communication messages (Nan and Faber, 2011). A consumer may be exposed to the same advertisement several times a day, and such intensity may last for months. Therefore, researchers have examined the effects of repetition on common advertising effectiveness measures such as recall, recognition, attitude toward the ad, attitude toward the brand, and purchase intention (Nan and Faber, 2011).

Fishbein and Ajzen (1975) defined intention as a subjective probability for someone to engage in a specific behavior. This same definition can be extended to consumer purchase intention as well as their willingness to come up with purchase behavior. According to Hsu (1990), purchase intention refers to those transactional behaviors which occur after consumers have evaluated a specific product as well as an emotional reaction which reflects the attitude towards a particular product. Because purchase intention is the possibility of consumers' willingness to patronize organizations in purchasing their products and services, there is a need to do proper analyses before such advertising programs are carried out so as to ensure adequate acceptability from consumers (kalu and Enyia, 2017).

Purchase intention can be used to predict real purchase behavior; therefore it has attracted a lot of interest by researchers (Hsu and Tsou, 2011). This study also tries to analyze the effect of advertising appeal and repetition on customer purchase intention in the case of Anchor milk..

The advertisement of Anchor milk is one of well-known commercial in our country; it shows the power of advertising appeal and repetition. Enjoyable atmosphere where mother playing and laughing with her kids; emotional message delivered, eye catching place in every shot, a soft and slow jingle etc.... are part of emotional appeal. Narrate the origin of the milk and claim about product nutrition are rational appeal.

1.2 Industry Overview

Africa is the second market for dairy product imports which is 15% next to Asia with 55%. Elevated international prices are projected to reduce imports by Africa as a whole. In Brazil, rising domestic production is expected to lead to imports being displaced. Of the major whole and skim milk powder exporting countries, New Zealand, the EU, Argentina and Australia are anticipated to account for most of the fall in sales (Abebe, 2016).

Milk accounts for 16% of the total value of all food products Produced from livestock in sub-Saharan Africa, estimated at US\$ 18.3 billion in 1986 (FAO,1986).Despite milk's contribution to gross domestic product and its value as a food, sub-Saharan Africa has failed to attain self-sufficiency in dairy production. The Region has, therefore, depended on dairy import (commercial and food aid) to satisfy rising domestic demand (Debrah and Anteneh,1991).

According to FAO (1984) report Commercial dairy imports have increased steadily since 1960.In 1980, approximately 5% of the region's total revenue from agricultural, forestry and Fishery exports was spent on imports of dairy products (von Massow, 1985).In 1981, dairy food aid received by sub-Saharan Africa was valued at US\$ 140 million, or 16% of the total value(US\$875million)of all dairy imports(commercial and food aid) into the region(Debrah and Anteneh,1991).

Due to globalized trade and other factors, recently different processed milk powders - fortified, milk powder, fruit mixed/ flavoured milk, etc. are found in medium/big supermarkets in Addis Ababa in addition to pasteurized milk(Abebe ,2016).

Some powdered milk supply in Ethiopia are Anchor's (Fortified/blended) milk powder, *Nido* milk, Coast milk, UHT processed milk etc... the study focused on Anchor milk.

Faffa Foods of Ethiopia and New Zealand dairy giant Frontera introduced processing and packing the latter's Anchor brand of powdered milk in Ethiopia on September 2015. Anchor, the new brand will also fully replace the Abay brand, which Faffa had been packing using ingredients supplied by Fonterra. The two entered into partnership forming New Zealand Milk Products Ethiopia with a 10 million dollar capital investment, 30pc equity owned by Faffa Foods

Complex S.C. and 70pc by Fonterra. Products that are suitable for children older than one year will have 60pc of the inputs imported from New Zealand and the rest will be sourced from the local market (Brook, 2015).

The press release issued by the company stated that it will spend five million dollars to promote the product in Ethiopia. This will be invested in media promotion, door to door advertisements, and billboards. The promotion will use 200 actresses that are designated brand ambassadors. The money will also be used to conduct marketing (Brook, 2015).

1.3 Statement of the Problem

Every organization depends on customers purchase and repurchases decision to grow their sales volume as well as market share (Shwu-Ing & Chen-lien, 2009). There is no single organization that would not want to encourage more customers to buy their product and this is why most often, organizations incorporate the components of rational and emotional advertising appeal as part of their promotional strategies so that they would win more customers for themselves. Doing this requires huge consumer behavior skills on the part of the organization because there is need to understand their psychological response towards organizations' products before advertising such products to consumers (Mitchel, 1998).

Brashear and Weinberger (2003) mentioned that advertising appeals should be matched with product types in terms of the type of 'information search' carried out by consumers. For instance, Sirgy (1991) claimed that for highly involved consumers, utilitarian information is more effective, and for consumers who are not involved with a product, value expressive advertisements are more persuasive. Emotional appeals were more effective when brand response involvement and advertising message involvement are low, since rational appeals became more effective when customers are highly involved with the brand and the advertisement (Baker & Lutz, 2000).

Belch (1981) stated that the more times a person are exposed to an idea, the more likely they are of forming a favorable opinion of that idea. Also suggested is that advertising has to wear-in before it is effective (Blair, 2003; Pechmann & Stewart, 1990). Further support is provided by the notion that encoding over various media enhances the likelihood that the information will be recalled accurately as a stronger information network is developed (Edell & Keller, 1999;

McCullough & Ostrom, 1974). Additionally, by utilizing several media sources, it may influence the affect component of attitude formation (Tavassoli, 1998) as multiple media sources are suggested to be a cue for quality. This therefore leads to a higher Attitude toward the Brand (Petty & Cacioppo, 1981). As the number of exposures is low it is not expected that wear-Out will be a significant factor (Berlyne, 1970). It is expected that increased exposure will influence recall, attitude toward the advertisement, attitude toward the brand, and purchase intention (Samuel James Thomas Grimwood, 2010).

Nowadays, many consumer goods manufacturers, wholesalers and retailers in Ethiopia engaged in advertising activities but they are in the confusion that what kind of advertisement will help to create purchase intention. Select suitable advertising appeal and fix the frequency of repetition are the main challenge for effectiveness of advertising. Some of the reasons are insufficient of literature in Ethiopian context and give little emphasize to advertising practice. Abroad studies have contributed significantly to the literature on the topic but all findings are not applicable to Ethiopia; due to differences in Scioto-cultural environments. This paper tries to fill this gap by analyzing the overall effect of adverting appeal and repetition on purchase intention.

1.4 Research Questions

The main question of the study is to access the effectiveness of advertising appeal and repetition on customer purchase intention. The study will answer the following specific questions.

1. How does emotional appeal affect customers purchase intention?
2. How does rational appeal affect customers purchase intention?
3. How does repetition affect customers purchase intention?
4. Which purchase intention factor (emotional appeal, rational appeal, and repetition) is the most effective?

1.5 Research Objectives

The purpose of this study is to analyze the effectiveness of advertising appeal and repetition on purchase intention. Moreover, the study has the following specific objectives;

- To analyze the effect of emotional appeal on purchase intention.
- To analyze the effect of rational appeal on purchase intention.

- To analyze the effect of repetition on purchase intention.
- To identify which purchase intention factor is the most effective.

1.6 Significance of the Study

The output of this research has the following benefits:-

- A clear understanding of the factors that influence customer purchase intention is critical to marketing officers in order to design effective advertising plan. Therefore, this study helps the officers to design a better marketing strategy by identifying the importance factors affect purchase intention.
- Knowledge gained in this study is helpful to managers as well as advertisers to make decisions in the area by providing key concepts related to advertising appeal and repetition.
- The other contribution of this study is to fill the existing gap in the marketing literature by providing literature related to advertising appeal, repetition and purchase intention in Ethiopia context. Besides, this will used as a source of reference for other interested researcher to undertake detailed study in this area.
- Finally, this research has significance for the researcher to fulfill the partial requirement for Masters Degree program in marketing management.

1.7 Scope of the Study

The study focuses on advertising appeal and repetition, and tests whether advertising appeal and repetition have positive effect on purchase intention. The research is limited to Anchor milk advertisement because it is one of well-known advertisement in our country.

The study focused on TV advertising. The reason behind this, Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011).

Geographically, the scope of this study is limit to Addis Ababa specifically North and East Addis. These places are convenience for researcher to collect data.

1.8 Definition of Terms

Low involvement product-Consumable items that entail minimal effort and consideration on the part of the consumer prior to purchase since they do not have a substantial effect on the buyer's lifestyle and hence are not that significant an investment. A low involvement product can also be an item that is habitually purchased and so the decision to do so requires little effort.

High involvement product- High capital value good that is purchased only after long and careful consideration, such as a car, truck, crane.

Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The *paid* aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. Belch and Belch (2003)

Rational advertising appeal are those appeal which focus on consumer's practical need of organizations products and such appeal only concentrate on the products, its uses as well as how it would benefit customers (Kotler, 2003).

Emotional appeals relate to the customers' social and/or psychological needs for purchasing a product or service. Belch and Belch (2003)

Repetition is commercial means that when a television commercial and its message on air over more than one time in a day. (Khuong and Nguyen, 2015)

Independent variables are those that (probably) cause, influence, or affect outcomes. They are also called treatment, manipulated, antecedent, or predictor variables. Creswell (2014)

Dependent variables are those that depend on the independent variables; they are the outcomes or results of the influence of the independent variables. Other names for dependent variables are criterion, outcome, effect, and response variables. Creswell (2014)

purchase intention is defined as consumers' intention to buy a product in the future (Hsu and Tsou, 2011; Saxena, 2011).

1.9 Organization of the Paper

The paper is organized into five chapters. The first chapter contains background of the study, statement of the problem, objective of the study, Basic research questions, significance of the study, scope of the study and organization of the paper. And the second chapter presents review of related literature which has relationship with advertising and purchase intention. The third chapter deals with the methodology of the research and the fourth chapter presents data analysis, findings and discussion of the data gathered. The fifth chapter presents the summery of finding, conclusion, recommendations, and Limitation of the Study and Further Area of Investigation

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter provides a vision to readers about the theoretical view of the topics under study. In line with objective of the study, the chapter covers topics related to consumers purchase intention, advertising appeal i.e emotional and rational appeal and repetition.

2.1 Theoretical Literature

2.1.1 Advertising Appeal

jovanovic, kostic and vlastelica (2016) suggest in their study advertising appeals are part of a creative strategy of advertising and they could be used as a basis of a certain advertised message in order to attract attention of potential consumers, to efficiently influence their awareness, beliefs and attitude towards the advertised product, and consequentially, the purchase intention. Sharma and Sing (2006) emphasize that the choice of an adequate appeal is one of the most significant decisions for a creative strategy of advertising.

Belch and Belch (2004) maintain that appeals in advertising refer to the approach used to draw the consumer's attention or/and to influence the feelings they have for the product. Similarly, Moriarty (1991) states that appeals in advertising are used to draw attention motivate and create an interest with the recipient of the advertising message and about the advertised object.

Leonidou and Leonidou, (2009) pointed out the choice and the application of the marketing appeal depends on the advertising company, the type of the product, the set advertising goals, target groups and also of the way of advertising of the competitors and media which will carry out the advertising.

In general, marketing appeals used in the advertising practice can be divided into rational and emotional (Moriarty, 1991; Arens, 2004; Sharma and Singh, 2006; Zhang et al, 2010; Padhy, 2011). The stated classification of advertising appeals is justified by the assumption that consumers make the purchasing decision based on rational or emotional motives to purchase a certain product, and that those beliefs and attitudes which influence the purchase intentions, that are in the base of the Fishbein and Ajzen model (1975), contain a rational (cognitive) and an

emotional (affective) component. Since the rational appeal aids the consumer to make a judgment about the message based on information, it differs in concept from the emotional appeal in creating the message (Lee and Hong, 2016).

2.1.1.1 Emotional Appeal

The use of rational appeals in advertising is not appropriate for certain products, especially for those that are not that different from the products of their competitors in functionality, olfactory or technical characteristics (Kazmi and Batra, 2009). By using emotional appeals in that case, advertisers wish to create certain emotional associations in the consumer's mind towards the advertised product, i.e. a unique selling proposition is replaced by a unique emotional proposition. Emotional appeals target psychological or social needs of the consumer, meaning that they are trying to cause positive or negative emotions that could lead to purchasing (Kotler and Armstrong, 2012). A study written by the author Bruno et al. (2016) suggests that an emotional appeal, whether "cold" or "warm" can be effective. According to these authors, a warm appeal stimulates the purchasing intent, and the cold one positively influences the change in attitude, persuasion and consequential behavior in purchasing.

A number of needs and connected feelings can be used as a basis for emotional appeals in advertising (Kazmi and Batra, 2009). Consumer feelings that are used as a base of emotional appeals can be classified as personal feelings of the consumer and social-based feelings (Belch and Belch, 2004). The previous emotions can be more important than attributes, functions or features of the advertised product (Sharma and Singh, 2006). Advertisers can use numerous emotional appeals like humour, love, joy but also appeals like fear and guilt (Kotler and Armstrong, 2012). Also, Padhy (2011) states that emotional appeals can create positive or negative emotions in the consumer's conscience, meaning that positive emotional appeals in an advertising message emphasize benefits and advantages of using the advertised product for the consumers, while the negative emotional appeals emphasize danger, and negative consequences that can occur if the consumers do not use the advertised product.

Types of emotional appeals are mentioned in Moriarty (1991) as cited in (Akbari, 2015): excitement, fear (danger, personal embarrassment), family (love, protection), guilt, love (affection, romance), nostalgia, pleasure (humour, happiness and joy), poignancy, pride, relief

and sorrow (grief, suffering). In addition, Hoyer and MacInnis(1997) cited that emotional appeals elicit emotions such as love, wanting, joy, hope, excitement, daring, fear, anger, shame or rejection (Verma, 2009).

why positive emotions seems to be more effective than negative emotions explained by Lewis et al., (2008) as cited in Hattem (2015) , the use of specific positive emotions is not researched that much. Throughout the history of emotion research, the focus has been on negative emotions. A reason for this is that psychology, as a whole, tends to focus on finding solutions to psychological problems. These problems are often connected with negative emotions. that are extreme, prolonged, or not appropriate in the context in which they happen, like in anxiety disorders, aggression, depression, and suicide. Some positive emotions can also cause problems, like bipolar disorder and drug addictions, but the most problems are connected with negative emotions and thus these have captured the majority of research attention. Another reason why positive emotions are not studied as much is because of the long running effort to create a general theory of emotion. When creating emotion theories and models, negative emotions are often used because they are more attention grabbing. Positive emotions would be squeezed into the model later. Negative emotions often have a more specific action tendency, for example fear is linked with the fight or flight response. Although positive emotions were also in these models over time, the specific action tendencies of positive emotions are notably vague and underspecified. For example, joy was linked with aimless activation, interest with attending, and contentment with inactivity. This tendency is very general and does not present the same obvious tendency as negative emotions have. This makes positive emotions harder to study, because they do not give clear reliable results. The results of positive emotions are more spread and less urgent, this makes them more difficult to operationalize or observe (Lewis et al., 2008). Danissa van

Cheong, Kim and Zheng (2010) investigated Hofstede's dimensions explain the use of appeals in advertising. The study found no differences in the use of family appeal across counters. The authors offer an alternate explanation that family might be equally valued in individualistic and collectivistic cultures; therefore, family appeal is used in similar proportions in both countries. Similarly, Okazaki and Muller (2008) were surprised by the more frequent use of collectivistic appeals to group/consensus in American advertisements than in Japanese advertisements. De

Mooij (2013b) argued that the more frequent use of group/consensus or family appeals in advertising from an individualistic country reflects the value paradox phenomenon where people desire to hold such values. On the other hand, in collectivistic cultures, family is an integral part of individuals' identity; it is not something that people lack, and therefore there may be little need to use group or family appeals. (Salman Saleem, 2016)

Khan, Rukhsar, and Shoaib (2016) pointed out that celebrity increases the attention of audience easily. Those who don't want to buy that product might be willing to buy that because of the presence of that personality in ads and its attractiveness. Most of the time consumer or customer buys that product not because of the product itself mainly but because of presence of the presence of their favorite celebrities in ad.

According to Adelaar et al. (2003) as cited in (Abideen and Saleem, 2011) explained that Pleasure is the state in which person feel good, happy, or joyful in a particular situation. Behavior is a result of emotional response, which is affected by three independent factors: pleasure, arousal and dominance Adelaar et al. (2003).

2.1.1.2 Rational Appeal

Rational appeals in advertising are also called informative or logical appeals, since advertisers use them in order to represent rational reasons for purchasing an advertised product (Sharma and Singh, 2006). While defining rational, i.e., informative appeals in advertising, Belch and Belch (2004) maintain that they focus on the consumer's real, functional or needs to use a certain product by emphasizing the characteristics of the product and/or benefits and reasons of owning or using a certain product. Advertising messages with a rational appeal stress facts, product characteristics, as well as concrete benefits that consumers would have if they chose to use the advertised product; rational appeals emphasize the quality, the value, the efficiency or the performance of the advertised product (Kotler and Armstrong, 2012). Due to their informative character, advertisers use rational appeals when they wish to persuade potential consumers that the advertised product is better than the one made by their competitors because of certain characteristics or advantages it gives (Kazmi and Batra, 2009).

Belch and Belch, (2003) stated rational appeals in advertising can be classified into one of the following categories: feature appeal, competitive advantage appeal, price advantage appeal, news appeal and product popularity appeal.

Feature appeal focus on the dominant traits of the product or service. These ads tend to be highly informative and present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for a rational purchase decision. Technical and high-involvement products such as automobiles often use this type of advertising appeal. **Competitive advantage appeal** is used, the advertiser makes either a direct or an indirect comparison to another brand (or brands) and usually claims superiority on one or more attributes. A *favorable price appeal* makes the price offer the dominant point of the message. **Price appeal** advertising is used most often by retailers to announce sales, special offers, or low everyday prices. **News appeals** are those in which some type of news or announcement about the product, service, or company dominates the ad. **Product/service popularity appeals** stress the popularity of a product or service by pointing out the number of consumers who use the brand, the number who have switched to it, the number of experts who recommend it, or its leadership position in the market. The main point of this advertising appeal is that the wide use of the brand proves its quality or value and other customers should consider using it. (Belch and Belch, 2003)

Khanna(2016) acknowledged rational appeal follows the hierarchy of effects stages of awareness, knowledge, liking, preference, conviction, and purchase. An advertising with a rational appeals leads to a stronger conviction about a product's benefits, so that the purchase is eventually made. They are generated in traditional models of information processing where consumers are expected to make purchase decisions based on an individual's sense of logic and reasoning. The purpose of a rational appeal is to emphasize the characteristic features, and benefits of the product to demonstrate the value of owning or using that particular brand. Such appeals may include detailed information about a product such as specific features, durability and value. Successful rational appeals rely on their persuasive power of arguments or reasoning.

2.1.2 Repetition

Advertisement needs a certain number of exposures in order to wear-in (i.e. ad exposure starts to have some positive effects on one or more of the advertising effectiveness measures), and the positive effects keep increasing until at a certain level of repetition the advertisement starts to wear-out (i.e. ad exposure no longer has any effect or it has negative effects on the advertising effectiveness measures) (Batra and Ray, 1986; Cacioppo and Petty, 1980; Ray and Swayer, 1971). Thus, the relationship between repetition and advertising effects is typically the shape of an inverted 'U' (Nan and Faber, 2011).

Therefore, Advertisers must determine how long and how frequently they will employ a single advertising. Substantial research has sought to identify the optimal level of exposure under a variety of conditions. Researchers who have explored this issue have termed the outcome typically produced by overexposure to an advertisement as advertising *wearout*, meaning that at some level of repetition, people's affective response to an advertisement is either no longer positive or it shows a significant decline (Pechman and Stewart 1988, p. 286). Several experimental studies found that wearout of specific ads occurred after three to 10 exposures (e.g., Batra and Ray 1986; Belch 1982), although the precise point at which wear out occurs presumably depends on a variety of advertising-specific (e.g., advertising complexity) and/or context-related factors.

The two-factor theory suggests that two opposing factors determine attitude towards a repeatedly viewed stimulus. During initial exposures an increasing net positive affect is observed which is postulated to be due to a reduction in uncertainty and conflict toward the initially novel stimulus (Berlyne 1970) or an increasing opportunity to learn more about the stimulus (Stang 1975). Next, at higher levels of exposure a negative response begins to dominate which leads to a decrease in affect toward the stimulus. This negative response is posited to be due to boredom, decreased incremental learning, satiation, reactance, and/or tedium (Sawyer 1981). The net effect of these two opposing factors is an inverted-U relationship between number of exposures and attitude.

More recently, Cacioppo and Petty (1979, 1980) postulated that the attitudinal effects of message repetition are mediated by the elaborations (i.e., counter and support arguments) that viewers

generate when exposed to advertisements. Taking a two-factor perspective, Cacioppo and Petty (1980) propose that repeated exposure through moderate levels of repetition acts primarily to provide additional opportunity for attending to, thinking about, and elaborating upon the message arguments. This additional processing opportunity enables the message recipient to realize the message arguments' cogency and favorable implications which, in turn, enhances persuasion. At high levels of message repetition, however, reactance and/or tedium begin to dominate processing and focus recipients' cognitive energies on counter arguing, thereby decreasing persuasion. In combination, these opposite processes bring about the inverted-U relationship between repetition and message acceptance.

2.1.3 Purchase Intention

According to the theory of reasoned action (TRA), behavioral intention is defined as the subjective probability of a person to perform a specific action and intention is the most prominent factor in defining behavior (Davis, 1986).

Purchase intention can be used as a promise to one's self to purchase one specific product again whenever he or she makes the next trip to the market place. It has played a very essential role, because the companies want to maximize the number of sale of their product for the purpose to enlarge their profit. Therefore, purchase intention may have the ability to predict customers' retention. In another way, purchase intention occurs in people's mind of product loyalty that has a proposal to buy the products in future and make repetition purchases of the specific product. (Mai Ngoc Khuong and Truong Duc Nguyen, 2014)

According to the works of Shamdasani (2001), the degree to which consumers purchase goods and services or the degree to which consumers intend to purchase goods and services can be said to be a result of the advertising appeal adopted by marketers. This is also similar to the findings of Schiffman and Kanuk (2007) who also confirmed that the attitude of consumers towards purchasing specific products are always a result of advertising appeal adopted by the marketing department. Because the purchase intention of consumers is more psychological than physical, there is a need to understand what actually drives their purchase decision. This purchase decision is also translated to economic outcome which includes more purchasing and re-purchasing.

In order for an advertising message to influence the purchase intention of a consumer, it is firstly necessary that the consumers notice the advertising message, meaning it should be placed in the right place, at the right time and in the right way. Due to a great amount of information and numerous advertising messages that consumers are exposed to daily (Yeshin, 1999; Arens, 2004), an advertiser must put in a lot of effort into planning and executing efficient advertising, where the key processes are represented by the choice of adequate form of media or a combination of media and the choice of an adequate creative strategy to present a promotional message. (Sharma and Sing, 2006).

2.2 Marketing Communication Models

2.2.1 Attitude toward the Advertising

In recent years much attention has focused on consumers' affective reactions to ads, especially TV commercials. The authors also mention Attitude toward the ad ($A \rightarrow ad$) represents the receivers' feelings of favorability or unfavorability toward the ad. Advertisers are interested in consumers' reactions to the ad because they know that affective reactions are an important determinant of advertising effectiveness, since these reactions may be transferred to the brand itself or directly influence purchase intentions. One study found that people who enjoy a commercial are twice as likely as those who are neutral toward it to be convinced that the brand is the best. (Belch and Belch, 2003)

Consumers' feelings about the ad may be just as important as their attitudes toward the brand (if not more so) in determining an ad's effectiveness. The importance of affective reactions and feelings generated by the ad depend on several factors, among them the nature of the ad and the type of processing engaged in by the receiver. Many advertisers now use emotional ads designed to evoke feelings and affective reactions as the basis of their creative strategy. The success of this strategy depends in part on the consumers' involvement with the brand and their likelihood of attending to and processing the message. (Belch and Belch, 2003)

Fishbein and Ajzen (1975) pointed out that attitude can influence purchase intentions. In appropriate scenarios, attitudes further affect consumers' practical purchase behaviors. They reflect consumers' preferences for something. When consumers hold good attitudes towards an

advertisement and happen to need such a product, purchase intentions are formed through the variable of requirement. Kotler (2003) suggested that consumers' advertising attitudes stand for the cognitive evaluation, emotional feelings, and action orientation that represent long-lasting likes or dislikes towards a product brand or general feeling in an advertisement. The afore observation explains that advertising attitude is closely associated with purchase intention. (Lin, 2011)

2.2.2 Involvement Theory

Message–response involvement (also known as advertising involvement), refers to the consumer's interest in processing marketing communications. Television is considered a low-involvement medium because it requires a passive viewer who exerts relatively little control (remote control 'zapping' notwithstanding) over content. In contrast, print is often seen as a high-involvement medium. The reader is actively involved in processing the information and is able to pause and reflect on what he or she has read before moving on. (Solomon, Bamossy, Askegaard and Hogg, 2006)

Ghafelehbash, Asadollahi and Nikfar (2011) present Richard Van Model for their study. Based on Richard Van model, four strategies of advertisement planning form by compounding high and low involvement and the way of purchase decision making (based on thought, logic, and feelings):

First state: when involvement is high and people decide to purchase based on thought and logic. In this respect, buying product such as house, car and furniture is considered. People first acquire awareness and then evaluate their feelings and finally purchase the products. Awareness strategy is appropriate in advertising.

Second state: when involvement is high and people decide based on feelings and affections, which apply for products such as jewelry, cosmetics, and clothing. In this case, people evaluate their feelings first and then buy the product. Affective strategy emphasis on motivation and feelings such as self-respect, or promotion of ego is appropriate in this case.

Third state: when involvement is low and people decide based on thought and logic, which apply to products such as foods and daily buying. In this case, people decide to purchase. Then collect some information about the product and finally evaluate their feelings about purchased products. Get used to strategy is appropriate in this case.

Forth state: when involvement is low and people decide based on feelings and affections to buy a product. Products such as cigarette, beverage, and chocolate are among these products. Then evaluate purchased product by their feelings and finally collect the information about that product. Satisfaction strategy with emphasis on pleasure attractions and social motivation is appropriate in this case (Vaughn, 197).

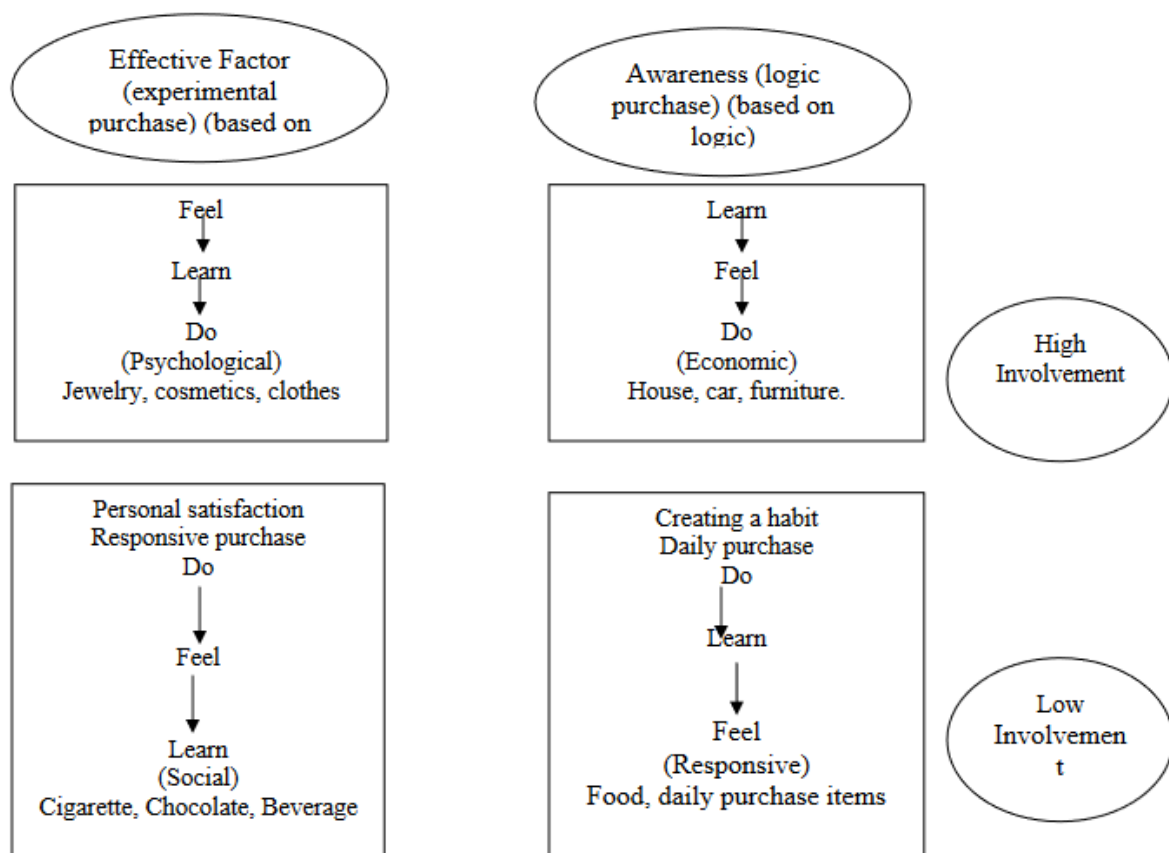


Fig. 2.1: Richard Van Model (Richard Vaughn)

Source: (Vaughn, Richard, 1986, 57) adapted from Ghafelehbashi, Asadollahi and Nikfar (2011)

2.2.3 The Elaboration Likelihood Model of Persuasion

Elaboration in a persuasion context, mean the extent to which a person thinks about the issue-relevant arguments contained in a message. When conditions foster people's motivation and ability to engage in issue-relevant thinking, the "elaboration likelihood" is said to be high. This means that people are likely to attend to the appeal; attempt to access relevant associations, images, and experiences from memory; scrutinize and elaborate upon the externally provided message arguments in light of the associations available from memory; draw inferences about the merits of the arguments for a recommendation based upon their analyses; and consequently derive an overall evaluation of, or attitude toward, the recommendation. This conceptualization suggests that when the elaboration likelihood is high, there should be evidence for the allocation of considerable cognitive resources to the advocacy. Issue-relevant elaboration will typically result in the new arguments, or one's personal translations of them, being integrated into the underlying belief structure (schema) for the attitude object (Cacioppo & Petty, 1984a). As we will note shortly, sometimes this issue-relevant elaboration proceeds in a relatively objective manner and is governed mostly by the strength of the issue-relevant arguments presented, but at other times this elaboration is more biased and may be guided mostly by the person's initial attitude.

Of course, people are not motivated nor are they able to scrutinize carefully every message that they receive (cf. McGuire's, 1969, "lazy organism"), and it would not be adaptive for them to do so. As Miller, Maruyama, Beaber, and Valone (1976) noted, "It may be irrational to scrutinize the plethora of counter attitudinal messages received daily. To the extent that one possesses only a limited amount of information processing time and capacity, such scrutiny would disengage the thought processes from the exigencies of daily life"

The two routes to persuasion types are explained by Petty and Cacioppo (1986). The first type of persuasion was that which likely resulted from a person's careful and thoughtful consideration of the true merits of the information presented in support of an advocacy (central route). The other type of persuasion, however, was that which more likely occurred as a result of some simple cue in the persuasion context (e.g., an attractive source) that induced change without necessitating scrutiny of the true merits of the information presented (peripheral route). In the accumulated literature, the first kind of persuasion appeared to be more enduring than the latter.

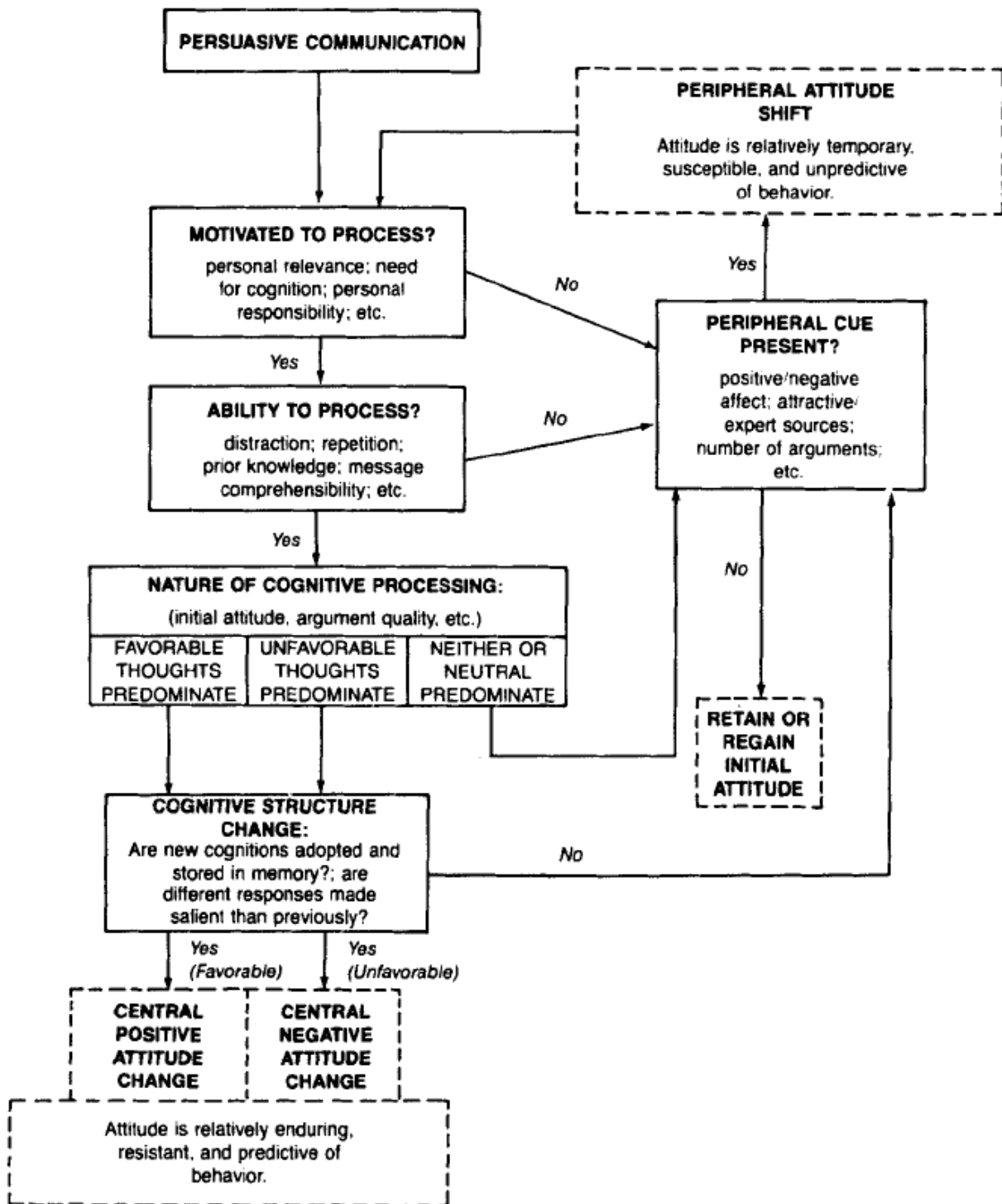


Fig. 2.2 Central and peripheral routes to persuasion. This figure depicts the two anchoring endpoints on the elaboration likelihood continuum (adapted from Petty, 1977; Petty & Cacioppo, 1978, 1981a) as illustrated in Petty and Cacioppo (1986)

Fazio and Zanna (1981) explored the consequences of attitudes formed via direct rather than indirect experience. When an attitude is formed via direct personal experience, the attitude is necessarily based on self-generated information. When an attitude is based on indirect experience (i.e., a message from others), less effortful processing may be involved. In some sense then, the distinction between direct and indirect experience is analogous to the distinction between attitudes based on role-playing (i.e., self-generation of arguments) versus passive exposure. Importantly, the research on direct versus indirect experience clearly indicates that the former attitudes are better predictors of behavior than the latter (Fazio, 1985). The ELM suggests that one reason for this is that attitude formation based on direct experience may typically require more effortful elaboration of the merits of the object (e.g., puzzle; Regan & Fazio, 1977) than attitude formation based on passive exposure.

Petty and Cacioppo (1986) found that conditions that foster a high elaboration likelihood produce higher attitude-behavior correlations than conditions in which the elaboration likelihood is low. The ads that subjects saw contained either strong or weak arguments for the product and featured either a famous (likable) or an ordinary endorser. In addition to assessing product attitudes, we also asked subjects to rate how likely they were to purchase the product (behavioral intentions). Under high relevance, both attitudes and intentions were affected significantly by the manipulation of argument quality. Under low relevance, however, attitudes were affected by the manipulation of endorser attractiveness, but behavioral intentions were not. The peripheral cue of endorser attractiveness was sufficient to enhance liking for the product when motivation to scrutinize product arguments was low, but was not sufficient to produce a change in behavioral intentions. Overall, the attitude intention correlation under high relevance was whereas under low relevance it was.

2.3 Empirical Review

The relationship between emotional appeal and purchase intention

A positive relationship of emotional response with the consumer buying behavior of the consumers was reported by Goldsmith and Lofferty (2002). Whereas, Abideen and Saleem(2011) on their study “Effective advertising and its influence on consumer buying

Behavior in the case of telecommunication services in Pakistan cities. They found a positive association between emotional response and attitudinal and behavioral aspects of consumer buying. Here, according to the statistical interpretation of results emotional response can be taken as consumer buying because consumers having emotional attachment.

Akbari(2015) argue that emotional appeals contain much less information, which is mainly of a subjective nature. This is responsible for building affective impressions of the tangible aspects of the product, which are open to individual consumer interpretation (Belch & Belch, 1990). Thus, emotional appeals might be more effective in low involvement product on forming advertising attitude.

H1: Emotional appeals have a significantly positive effect on purchase intention of the customer of Anchor milk.

The relationship between rational appeal and purchase intention

According to the study conducted by siddiqui (2014): “TV ads on consumer purchase intention in the case of UHT Milk” concluded Information shown in advertisements has no significant relationship with the purchase intention. Previous literature states that product availability information is an important component to create the purchase intention. Nowadays people are well aware about the information of the product availability. UHT milk is present at every general store of different sizes and packages and the consumer is well aware about it now. The need is the basic thing that must be have in order to create the purchase intention as the availability information is the secondary information that a customer need as he or she is least concerned about it.

The finding jovanovic, kostic and vlastelica (2016) on their study “Impact of Advertising Appeals on Purchase intention Special Reference tototooth paste” is not in line with siddiqui (2014) finding; All participants approve in case of an advertisement for a new product, information about the product given by advertising were crucial.

Lin (2011) stated that Emotional messages are more vivid and thus rational appeal works better than emotional appeal in attracting consumers’ attention. Aaker and Norris (1982) found that the advertising attitude created by rational appeal is better than that by emotional appeal. Rational

appeal appears to provide information explicitly and directly related to a product, which attracts consumers' attention more easily and generates a better advertising attitude.

H2: Rational appeals have a significantly positive effect on purchase intention of the customer of Anchor milk.

The relationship between repetition and purchase intention

siddiqui (2014) also conclude considerable importance of this construct as many of the new brands are being launched advertisement is the best medium to create the awareness of their brand and repetition of the advertisement will convince the customer to buy this newly advertised brand once just to try it. So advertisement repetition is likely to create the purchase intention in the UHT milk sector.

The effects of repetition on common advertising effectiveness measures such as recall, recognition, attitude toward the ad, attitude toward the brand, and purchase intention studied. Also, repetition has a strong effect on memory measures such as recall and recognition, which increase in a linear fashion until about the fourth exposure, after which they start to level off (Batra and Ray, 1986; Cacioppo and Petty, 1980; Ray and Swayer, 1971).

Grass and Wallace, 1969; Greenberg and Suttoni, 1973 found more repetition is needed for an advertising effect to reach its highest level. Consumers do not make purchase decisions immediately after seeing ads.

H3: Advertisement repetition has a significantly positive effect on purchase intention of the customer of Anchor milk.

The joint effect advertising appeal and repetition on purchase intention

Hitchon, Thorson, and Zhao (1988) have shown that emotional television commercials wear out more slowly than unemotional ones. For unemotional commercials, attitude toward the ads declined by the fourth exposure; for emotional ads, in contrast, attitude toward the ad did not decline even after 12 exposures. One possible explanation for these results is that emotional and informational ads persuade in fundamentally different ways: emotional ads tend to elicit

“imagery” processing whereas ads with verbal arguments elicit “discursive/cognitive” processing (Macinnis and Price, 1987).

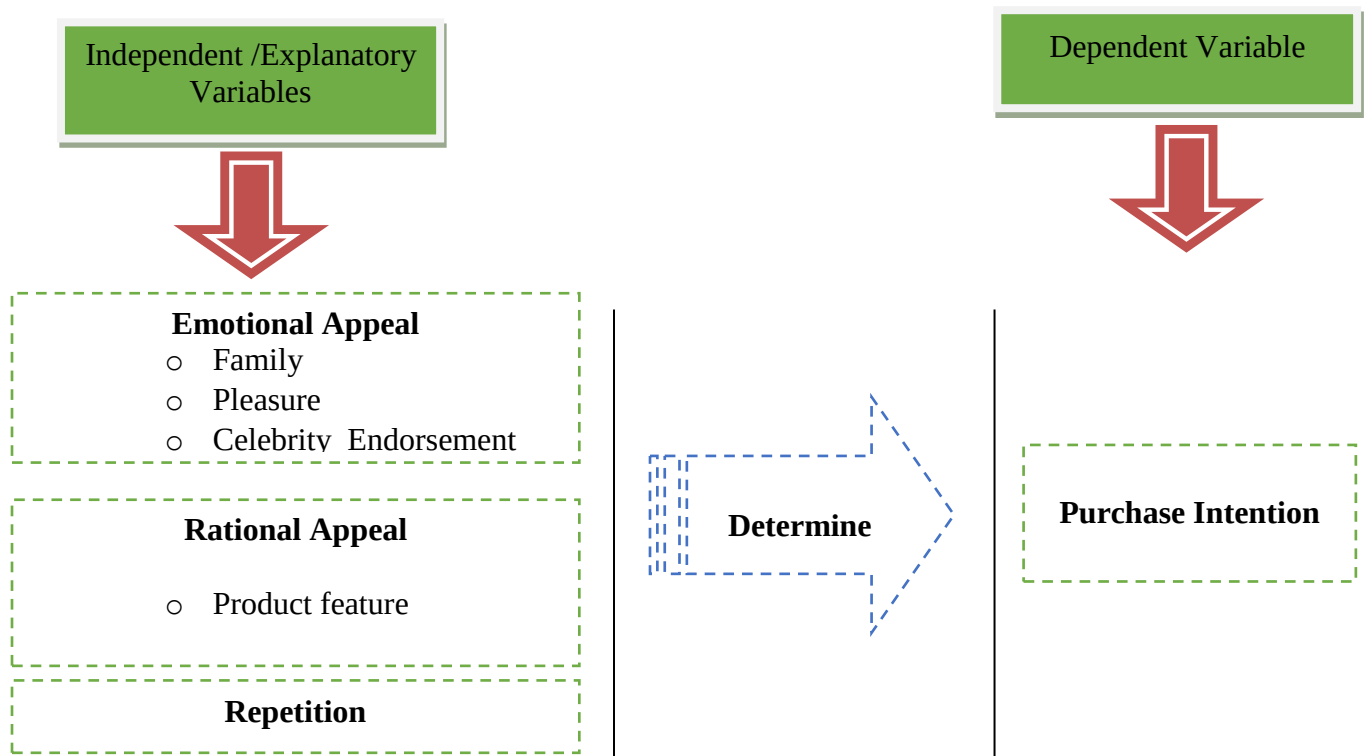
Singh and Cole (1993) expect repetitions of commercials to increase viewer learning but, beyond some moderate level, further learning increases should taper off. Similarly, emotional commercials are expected to lead to greater brand name learning, lower claim learning, and more positive attitudinal effects than informational commercials. Finally, for repetition by message interactions, we anticipate that with increasing repetitions informational commercials will create greater reactance among viewers than emotional ones.

H4: a joint effect of advertising appeal and repetition has a significantly positive effect on purchase intention of the customer of Anchor milk.

2.4 Conceptual Framework

Based on the above discussion, it can be concluded that “emotion appeal”, “rational appeal” and “repetition” are related to customers purchase intention. The study focuses on selected appeals which are previously studied by different researchers. Family, pleasure and celebrity endorsement are selected from emotional appeal, while, product feature appeal is selected from rational appeal. The conceptual framework of the study depicted in Figure 2.3

Fig.2.3: Conceptual structure of the study



Source: previews study and own develop, 2018

CHAPTER THREE

RESEARCH METHODOLOGY

While the study primary aim is to assess the effect of advertising appeal and repetition on customer purchase intention of Anchor milk, this section clearly define the research approach, research design, Population and Sample, Data Sources and Types, Procedure of Data Collection and finally the method of data analysis is intensively presented.

3.1 Research Approach

There are two basic approaches to research: quantitative approach and the qualitative approach. (Kothari, 2004). From the two approaches this study follows quantitative. This approach is used for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. The final written report has a set structure consisting of introduction, literature and theory, methods, results, and discussion. Identification of factors that influence an outcome, the utility of an intervention or understanding the best predictors of outcomes are example of quantitative research (Creswell, 2014).

3.2 Research Design

Research design can be classified in various ways; a widely used method identifies them broadly as: exploratory, descriptive and causal (Chisnall, 2005). In this study, to attain objective of the study the researcher used causal research design. Causal research also known as explanatory research is conducted in order to identify the extent and nature of cause-and-effect relationships. It focuses on an analysis of a situation or a specific problem to explain the patterns of relationships between variables (Dudovskiy, 2018). Causal research attempts to identify relationships between specific marketing behavior, such as variation in pricing, packaging, advertising of products/brands (Chisnall, 2005).

3.3 Population and Sample

A population is the collection of elements about which we wish to make some inferences (Cooper and schindler, 2008).The target population of the study comprises all individuals who use and watched TV commercial of Anchor milk, over 18 years old in the city of Addis Ababa.

3.3.1 Sampling techniques

In the study, non-probability sampling with a combination of convenience and purposive techniques was employed. In convenience sampling, ‘the ease with which potential participants can be located or recruited is the primary consideration, as the name implies, the participants are selected based on their convenience (for the researchers) rather than on any formal sample design (Baker, 2013 et al, cited in Sarstedt et al. 2017). In purposive sampling, selecting the sample elements is based on the researcher’s judgment or expertise. The researcher only includes elements he or she deems appropriate for analyzing the effect under study (Sarstedt et al. 2017)

Respondents were selected whether they use Anchor milk and watched TV commercial under the consideration of easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are considered in selecting a sample population.

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3.3.2 Sample Size

A core characteristic of non-probability sampling techniques is to choose some sample size on a judgmental basis and then determine how much precision we secure (Emory, 1980). Your sample size is dependent on your research question(s) and objectives (Patton 2002 cited in Saunders, Lewis and Thornhill, 2009).Besides, Saunders, Lewis and Thornhill (2009) explained the logical relationship between your sample selection technique and the purpose and focus of your research is important to decide on suitable sample size, generalizations being made to theory rather than about a population .For this study, researcher observed different retailers have anchor milk display on their shelves.

Roscoe, 1975, p.163 or Abranovic, 1997, p.307-308 as cited in Hill (1998) stated that justification is hard in behavioral research for sample sizes of less than 30 or larger than 500. Samples larger than 30 ensure the researcher the benefits of central limit theorem.

The researcher come across some similar researches conducted employing a nonprobability sampling techniques. Such studies use sample size that ranges between 100 to 450 for instance

100 sample for Younus, Rasheed & Anas Zia (2015), 400 for Mirabi, Akbariyeh, and Tahmasebifard (2015), 400 for Siddiqui (2014), 299 for Mai Ngoc Khuong and Truong Duc Nguyen(2015),200 for Rediet (2016), 450 for Lin (2011). Based on researcher subjective judgment and above authors' suggestion sample size of 225 samples are taken.

3.4 Data Sources and Types

With regard to the sources of data, the study used primary data. Based on the nature, scope and objectives of the study the researcher used structured questionnaire. It develops containing closed ended and the respondents can easily understand. The variable was measured using Likertscale with five response categories. (Strongly disagree, disagree, neutral, agree and strongly agree).

3.5 Procedure of Data Collection

The study began by detailed review of related literature and then questionnaire were prepared based on literature. The researcher used four data collectors as research supporters who are close with the sample and who have sociable and active behavior to collect data from different area. The questionnaire was distributed in public places including minimarkets, shops, offices and around data collectors' residence. Customers who were volunteer to complete the questioner participated without any discrimination by gender or age (considering all are above 18). The data collected from questionnaire was coded and proceed for data analysis.

3.6 Data Analysis

The survey questionnaire was code and analyze by using the statistical package for social science (SPSS version 20). Frequency counts and percentages were applied on all variables of the survey. The two statistical techniques descriptive statistics and inferential statistics were applied. descriptive statistics consists of the collection, organization, summarization, and presentation of data and the other Inferential statistics consists of generalizing from samples to populations, performing estimations and hypothesis tests, determining relationships among variables, and making predictions Bluman (2013).inferential statics comprise of correlation, regression, validity and reliability.

Correlations

Correlations measure the linear relationship between two variables. A correlation coefficient has a value ranging from -1 to 1. Values that are closer to the absolute value of 1 indicate that there is a strong relationship between the variables being correlated, whereas values closer to 0 indicate that there is little or no linear relationship. The sign of a correlation coefficient describes the type of relationship between the variables being correlated. A positive correlation coefficient indicates that there is a positive linear relationship between the variables: as one variable increases in value, so does the other. A negative value indicates a negative linear relationship between variables: as one variable increases in value, the other variable decreases in value.

Any (two) treat variables symmetrically; there is no distinction between the dependent and explanatory variables. After all, the correlation between scores on mathematics and statistics examinations is the same as that between scores on statistics and mathematics examinations. Moreover, both variables are assumed to be random (Gujarat, 2004).

Regression

Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable. Regression allows you to make statements about how well one or more independent variables will predict the value of a dependent variable. The dependent variable is assumed to be statistical, random, or stochastic, that is, to have a probability distribution. The explanatory variables, on the other hand, are assumed to have fixed values in repeated sampling (Gujarat, 2004). Gujarat (2001) indicates that to analyze the relationship between dependent and independent variables and he develop the following model specification:

$$Y_{it} = \beta_0 + \sum \beta_K X_{it} + \epsilon_{it}$$

Where:

- Y_{it} represents the dependent variables for time period t .
- β_0 is the intercept.
- β_K represents the coefficients of the X_{it} variables.
- X_{it} , represents the explanatory variables for time period t .
- ϵ_{it} is the error term.

Validity

According to Miller (2014) Validity means that we are measuring what we want to measure. There are different types of validity measurements including Content validity relate to the degree to which the instrument fully assesses or measures the construct of interest. The questionnaire was prepared based on extensive reading of literature review. While preparing the questionnaire ambiguous or vague wordings were avoided to ensure that respondents would read and answer the question consistently on different occasions in the same context. The questionnaires are partially taken from previous research work done by Majeed and Razzak (2011), Siddiqui (2014), Ridha Ichani(2016)

Face validity is a component of content validity and is established when an individual reviewing the instrument concludes that it measures the characteristic or trait of interest. This study was undertaken a pre-test on selected customers of Anchor Milk to check the validity of the questionnaire and corrections were made based on the feedback collected.

Reliability

Reliability is defined as the extent to which a questionnaire, test, observation or any dimension procedure creates the same results on repeated trials. In brief, it is the stability or consistency of scores over time or across rates and that reliability relates to scores and not people (Miller, 2014).According to Twycross and Shields (2004) reliability refers to the consistency, stability and repeatability of results i.e. the result of a researcher is considered reliable if consistent results have been obtained in identical situations but different circumstances

3.7 Ethical Consideration

Since the researcher use the data from customers which is collects through questionnaire, permission will gain from the customers. Name and other Personal information which has no relation with the study omitted on the questionnaire. The aim and objectives of the study is also clearly disclosed for the respondents on the questionnaire. The result of the study is to be used for academic purpose only and the response of the participants is fully confidential. Furthermore, the works that has been used in this research as a base for this study are cited appropriately as the researcher respects the work of previous studies.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

This chapter deals with analysis and interpretation of the collected data in detail. As the purpose of the study was to investigate the effect of advertising appeal and repetition on customers purchase intention of Anchor milk, data was collected from Anchor milk customers using questionnaire. From the 225 questionnaires distributed to the respondent, 176 or 78.2% questionnaires were found to be valid and used for the final analysis. The data collected through survey was analyzed using statistical tool of SPSS Version 20. Demographic information of the respondents, descriptive analysis, correlation, and Regression analysis are presented.

4.1 Reliability Test

The term reliability is defined as consistency of measurement or stability of measurement over a variety of conditions in which basically the same results should be obtained (Hoffman & Bateson, 2010; Jacob & Ulaga, 2008). Cronbach's alpha coefficient is the most popular and commonly used technique to estimate reliability or internal consistency of assessments and questionnaires in the behavioral sciences (Kurata & Nam, 2010). Reliability of the items/questions has been checked before the distributed questionnaires were analyzed. George and Mallery (2003) provide the scale of Cronbach alpha coefficient: “ $\alpha > .9$ – Excellent, $\alpha > .8$ – Good, $\alpha > .7$ – Acceptable, $\alpha > .6$ – Questionable, $\alpha > .5$ – Poor, and $\alpha < .5$ – Unacceptable”. Thus, the value of Cronbach alphas for this study is above 0.90 for all scale variables, the data collected from respondents was reliable and consistent with the scale. In simple term the result is confirmed the reliability and consistency of the questionnaire. A summary of the reliability statistics of the data from the SPSS version 20 is presented in Table 4.1

Table 4.1: Reliability Statistics

Variables	Number of Items	Cronbach's Alpha
Emotion Appeal	14	0.998
Rational Appeal	5	0.989
Repetition	5	0.989
Purchase Intention	4	0.995
All variables	28	0.979

Source: own survey result, 2018

4.2 Descriptive Analysis

4.2.1 Demographic Profile of Respondents

Descriptive statistics were used for demographic information of the respondents that are gender, Age, Marital status, child, educational background, Occupation and Monthly income of the respondents.

Table 4.2: Demographic information

Demographic characteristics		Frequency	
		In Number	In percent
Gender	Male	64	36.4
	Female	112	63.6
	Total	176	100
Age	below 20	12	6.8
	21-30	64	36.4
	31-40	77	43.8
	41 - 50	21	11.9
	51 and above	2	1.1
	Total	176	100
Marital status	single	38	21.6
	married	138	78.4
	Total	176	100
child	Yes	123	69.9
	No	53	30.1
	Total	176	100
Education Level	High school and preparatory	9	5.1
	TVET	8	4.5
	Diploma	38	21.6
	Bachelor degree	85	48.3
	Master degree and higher	36	20.5
	Total	176	100
Occupation	Full time student	7	4
	Self-employed	36	20.5
	permanent employee in organization	97	55.1
	temporary employee in organization	24	13.6
	other	12	6.8

	Total	176	100
Monthly income	below 2,000	31	17.6
	2,000-5,000	68	38.6
	5,000-10,000	63	35.8
	10,000 and above	14	8
	Total	176	100

Source: own survey result, 2018

As the above table 4.2 indicated that there were more females as compared to males. From the total respondents, Female respondents represent 63.6 %, and Male respondents represent 36.4 %. This shows that numbers of female customers are greater than male customer of Anchor Milk.

The majority of respondent's customers of Anchor Milk are under the age category of 31-41 and 21-30; these age groups are accounts together 80.2% out of the total respondents. 6.8% are under age group of below 20, 36.4% are in the age 21-30, respondents age of 31-40 count to be 43.8%, 11.9% of the respondents are in the age of 41-50 and under the majority of respondent's customers of Anchor Milk are under the age category of 31-41 and 21-30; these age groups are accounts together 80.2% out of the total respondents. age group 51 and above of the respondents are 1.1% . This implies that The researcher can say this is good advantage to have them for analysis in detail because these ages are more responsible and rational on their behavior.

The majority of respondents from the data collected 69.9% from the total of 176 respondents have children whereas the rest 30.1% respondents have no kis.

Concerning the educational background of respondents 5.1% of them are High school and preparatory completed, 4.5% of them categorized in a group who have TVET certificate, 21.6% of respondents are categorized in a group who have Diploma, 48.3% of them respondents are first degree holders, and the 20.5% of respondents are second degree and above holder. This shows that the respondents have more sound education Level and this is good advantages for the researcher because peoples on this Education Level are understand and respond the questioners properly.

The researcher try to show the Occupation of the respondents of this study, from the data gathered from 176 customers 4% of them are Full time student, 20.5% of them are Self-employed, 55.1 of them are permanent employee in organization, and also 13.6% of them are temporary employee in organization, only 6.8% of the respondents are responded on other Occupation.

As shown in Table 4.2, regarding monthly income of respondents, 17.6 are under the group of income that is below 2,000, 38.6% respondents are answered in the income interval from birr 2,000 to 5,000, income of from birr 5,000 to 10,000 count to be 35.8, 8% of the respondents are respond in the income interval from birr 10,000 and above.

4.2.2 Descriptive Statistics of Study Variables

This section is discus about the descriptive statistics of all variables which was gathered through questionnaire. The values of mean and standard deviation were presented in the following table.

The interpretation was made based on Btawee (1987), as cited by Mahlet (2013), measurement scale intervals or range: Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor.

Table 4.3: Descriptive statistics of study variable

	Statements	Mean	Standard Deviation
Emotion Appeal	Anchor milk ad shows friendship atmosphere between parent and children	3.7443	1.29503
	Anchor milk ad shows gorgeous relationship between mother and children	3.7273	1.28932
	Anchor milk ad shows me a family I want to have	3.7045	1.3107
	Anchor milk ad shows the role of family in the children's first education and development	3.7273	1.28932
	Anchor milk ad shows a stable family and peaceful family life	3.7045	1.29314
	Anchor milk ad shows fun and happiness	3.7159	1.29128
	Anchor milk ad presence in enjoyable atmosphere	3.6648	1.32065
	Anchor milk ad shows me impressive quality of life	3.6932	1.30807
	The celebrity shown in the Anchor milk ad is trustworthy	3.7045	1.30633
	Celebrity shown in the Anchor ad have association with product	3.6875	1.3176

	The profession of endorser shown in the ad appropriately matched with the intended audience	3.7159	1.30886
	Celebrity shown in the ad correctly represent the performance of the product	3.7102	1.31849
	The celebrity in anchor ads makes me to think that the product is of good quality.	3.6875	1.33055
	I believe celebrity shown in anchor ad use the product herself	3.6989	1.31592
	Average	3.7062	1.28936
Rational Appeal	Anchor milk ad informs the consumers about the quality of the product	3.3239	.95181
	Anchor milk ad informs the consumer about the usage of the product	3.3011	.95928
	I feel the information in the ad of Anchor milk is believable	3.3125	.94359
	Anchor milk ad demonstrating product use, benefits and product features	3.2841	.95557
	The advertiser is using an effective message in ad	3.2955	.95808
	Average	3.3034	0.93344
Repetition	I feel repetition of Anchor ad in line with the product	3.1989	1.20009
	I believe ad of Anchor milk is repeated many times	3.2102	1.19337
	I easily recognize Anchor brand among other competitor because of repetition	3.1705	1.21158
	I believe more repetition of Anchor ads change consumers positive thought about brand into negative.	3.2045	1.19196
	I believe repetition of Anchor ad help me to make better choice.	3.1591	1.21313
	Average	3.1886	1.17570
Advertising components	Average	3.3994	0.90749
Purchase Intention	I desire to buy Anchor milk because of ad.	2.9943	1.37112
	I study about Anchor milk because of ad.	3.0398	1.37055
	Ads Of anchor milk influence me to use it	3.0114	1.36062
	I purchase Anchor milk because of ad.	3.0057	1.35856
	Average	3.0128	1.35522

Source: own survey result, 2018

As shows in Table 4.3 above, the descriptive statistics of Emotion Appeal, Rational Appeal, Repetition and Purchase Intention, computed based on the 176 observations recorded for the total sample.

In the case of advertising components, the mean is 3.3994. This indicates that most of the customers perceive the advertising of Anchor milk on an average or moderate level. Standard deviation represents the variation in the answers given by the respondents which is 0.90749.

The average value of the respondents' answer on Emotion Appeal is 3.7062 (SD1.28936) the result indicates that most of the respondents agree with statement of Emotion Appeal. The Average value of the respondents answer on Rational Appeal is 3.3034, (SD. 0.93344) indicate that most respondents have more or less moderate perception toward statement of rational appeal. Regarding the Average value of Repetition, 3.1886 of mean value indicates that most customers of Anchor milk have moderate perception toward Repetition with standard variation of 1.17570.

The Average value of Purchase Intention which is dependent variable in this study is 3.0128 (SD=1.35522). This indicates that most respondents have more or less a good response to the statements. In other word, it can be observed that most of the respondents have good intention to purchase Anchor milk.

4.3 Correlation Analysis

According to Cohen and Cohen (1983) as cited by Biniam (2013) correlation coefficient(r) can vary from 1 to -1. when $r=1$ perfect positive relationship, $r=0$ no relationship, $r=-1$ perfect negative relationship. Further expresses relationship either positive or negative also explained by Cohen and Cohen (1983). r is 0.00-0.19 small weak correlation, r is 0.20-0.39 weak correlation, r is 0.40-0.59 moderate correlation, r is 0.60 -0.79 strong correlation and r is 0.80 -1.0 very strong correlation.

Table 4.4: Correlation Analysis

		Emotional Appeal	Rational Appeal	Repetition	Purchase Intention
Emotional Appeal	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	176			
Rational Appeal	Pearson Correlation	.374**	1		
	Sig. (2-tailed)	.000			
	N	176	176		
Repetition	Pearson Correlation	.645**	.291**	1	
	Sig. (2-tailed)	.000	.000		
	N	176	176	176	
Purchase Intention	Pearson Correlation	.603**	.324**	.230**	1
	Sig. (2-tailed)	.000	.000	.002	
	N	176	176	176	176
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: own survey result, 2018

The Pearson correlation result of all variables is presented on the above table 4.4. The above correlation matrix shows that all independent variables are positively correlated with the dependent variable at a significance level of $p < 0.01$; which implies that the increase of the independent variables will also boost dependent variable.

Emotional Appeal with purchasing intention Correlation Coefficient is .603, this explain that there is strong correlation between the two variables. Rational Appeal and Purchasing intention coefficient is 0.324; this result indicates that there is weak correlation between the two variables. repetition also one of advertising compounent in this study, its Correlation Coefficient with Purchasing intention is 0.230, this explains that there is weak correlation between the two variables.

Regarding the relationship between the independent variables, each of the independent variables are positively correlated with each other at a significance level of $p < 0.01$. Emotional appeal and repetition are highly correlated in this study with r value of 0. 645

4.4 Regression Analysis

According to Thomas & Wonnacott (1990) in the classical linear regression model it need to be test the classical linear regression model assumptions in order to maintain the data validity and robustness of the regressed result of the research. As result, this study tested the following classical linear regression model assumptions. This section presents the regressions result of to examine the effect of Repetition, Rational Appeal, and Emotion Appeal on Intentions of Purchase of Anchor Milk Customers.

4.4.1 Requirements for Regression Analysis

Autocorrelation Assumptions Test

The Durbin Watson statistic is a number that tests for autocorrelation in the residuals from a statistical regression analysis. The Durbin-Watson statistic is always between 0 and 4. The value 2 means that there is no autocorrelation in the sample of the study. Values approaching 0 indicate positive autocorrelation and values toward 4 indicate negative autocorrelation (Bryman, 1988).

Table 4.5: Model Summary of Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.649 ^a	.421	.411	1.04040	1.616

a. Predictors: (Constant), repetition, rational appeal and emotional appeal

b. Dependent Variable: purchase intention

Source: own survey result, 2018

From the above table 4.5 indicate that the value of Durbin Watson statistic result is 1.616 that is near to 2. Thus, this study has tested for assumption of Autocorrelation and as it can be seen there is no Autocorrelation from the above result. Hence, the Autocorrelation assumption is fulfilled.

The Multicollinearity Assumption Test

According to Cochran (1977) stated that presence of multicollinearity can be detected by just looking at variance inflation factor (VIF) value of each explanatory variable. That is, if VIF is more than 10, then, it signifies that there is interdependency among independent variables.

Table 4.6: Multi collinearity assumption Test

Variables	Collinearity Statistics	
	Tolerance	VIF
Emotion Appeal	.546	1.832
Rational Appeal	.856	1.168
Repetition	.581	1.722

Source: own survey result, 2018

The above table 4.6 indicates that the VIF values for Emotion Appeal, Rational Appeal & Repetition are below 10. Hence, the multicollinearity assumption is fulfilled in this study.

4.4.2 Relationship between Advertising Components and Purchase Intention

Multiple linear regression (MLR) analysis applied to investigate the Effect of Advertising appeal and repetition on Customers purchase intentions in the Case of Anchor Milk. The R value represents the correlation coefficient between independent variables and dependent variable and, is 0.649. R Square measures goodness of fit of a regression mode (Gujarati, 2004). Gujarati (2004) in this book stated Adjusted R Square ($\bar{R}^2$) is a better measure than R^2 ; adding more variables to the model may increase R^2 but it may also increase the variance of forecast error. Unlike R^2 , The adjusted R^2 will increase only if the absolute t value of the added variable is greater than 1. The adjusted r square indicates the proportion of the variation in the dependent variable accounted by the explanatory variables. Higher value of adjusted r represents greater explanatory power of the regression equation.

Table 4.7: Model Summary (Independent variables as predictor to dependent variable).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.649	0.421	0.411	1.040
Predictors: (Constant), Repetition, Rational Appeal, Emotion Appeal				
Dependent Variable: Purchase Intention				

Source: own survey result, 2018

Table 4.7 presents the model summary which states that the intention of purchase Anchor Milk as a function of Repetition, Rational Appeal and Emotion Appeal. Based on the above model adjusted R square value indicated that the independent variables explained the dependent variable by 0.411. This result implies that Repetition, Rational Appeal and Emotion explained the intentions of Purchase Anchor Milk by 41.1% while the rest 58.9% is explained by other factors out of the model.

Table 4.8: ANOVA table of Purchase Intention

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	135.231	3	45.077	41.644	.000
	Residual	186.178	172	1.082		
	Total	321.409	175			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Repetition, Rational Appeal, Emotion Appeal						

Source: own survey result, 2018

The above table 4.8 tells about ANOVA and its overall goodness of fit of the model. The significance p-value shows a value (.000), which is less than $p < 0.05$, which is quite good and entails that the model is a good fit at 5% level of significance..

Table 4.9: Regression analysis coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.557	0.326		1.707	.090
Emotion Appeal	0.774	0.083	0.736	9.371	.000
Rational Appeal	0.190	0.091	0.131	2.087	.038
Repetition	-0.326	0.088	-0.283	-3.713	.000

Source: own survey result, 2018

The researcher has used standardized Coefficients of the variables to interpret the result. Teresa (2013) pointed out on his study Standardized coefficients refer to how many standard deviations a dependent variable will change, per standard deviation increase in the predictor variable. Standardization of the coefficient is usually done to answer the question. The larger value of Beta coefficient that an independent variable has, the more support to the independent variable as the more important determinant in predicting the dependent variable.

The above coefficient table 4.9 shows the constant, beta value and p-value of the variables to examine the significance of set hypothesis. The significance level (p) of emotional appeal, rational appeal and repetition are 0.000, 0.038, and 0.000 respectively. And their standardized coefficients (b) are 0.736, 0.131 & -0.283 respectively.

All independent variables which are Emotion Appeal, Rational Appeal and Repetition have a value of $p < 0.05$ and this implies all variables are statistically significant at less than five percent.

According to table 4.9 among the three predictors emotion appeal (0.736) is the first essential factor for customers to enhance purchase intention followed by rational appeal (0.131). . It can be said that well demonstrated emotional appeal will produce better purchase intention. The effect of repetition is -0.238. The negative coefficient of repetition indicates that if all other variables held constant, repetition increases by one unit, purchase intention will decline by 0.283 units. Thus, repetition of advertisement has a possibility of getting less purchase intention.

The prediction equation for the “effect of components of advertising towards purchase intention” is given as;

$$Y1 = 0.7364X1 + 0.131X2 + (-0.283X3) + 0.557$$

4.4.3 The joint Effect of emotional appeal, rational appeal and repetition on purchase intention

The relationship between independent variables and purchase intention was analyzed through simple linear regression model. This was used to examine the joint effect of advertising appeal and repetition on the variation in the customers purchase intention of anchor milk.

Table 4.10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.496 ^a	.246	.242	1.18028	1.629

a. Predictors: (Constant), joint of Advertising components

b. Dependent Variable: Purchase Intention

Source: own survey result, 2018

Table 4.10 present the regression equation involving customers purchase intention, The *R* value represents the correlation coefficient between joint of advertising components and purchase intention and is 0.496. the adjusted R square value of the model is given by 0.242 which implies that about 24.2% of the variation in the dependent variable is explained by the independent variables.

Table 4.11: ANOVA for the joint effect of advertising appeal and repetition on purchase intention

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	79.018	1	79.018	56.723	.000 ^b
	Residual	242.391	174	1.393		
	Total	321.409	175			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), joint of Advertising components

Source: own survey result, 2018

The above table 4.11 tells about ANOVA and its overall significance model. The significance p-value shows a value (.000), which is less than $p < 0.05$, which is quite good and entails that the model is a good fit at 5% level of significance. This indicates that the variation explained by the model is not due to chance.

Table 4.12: regression Coefficients of purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.496	.346		1.433	.154
Joint of Advertising components	.740	.098	.496	7.531	.000

Dependent Variable: Purchase Intention

Source: own survey result, 2018

Table 4.12 shows Overall advertising has positive significant effect on purchase intention of Anchor milk customers.

The above coefficient table shows the constant, beta value and p-value of the variable to examine the significance of the set hypothesis. The significance level of the independent variable is 0 .000 and the standardized coefficient is 0.496 .The p value of joint of advertising components is below 0.05 which implies that there is a positive and significant relationship between joint of advertising appeal and repetition, and purchase intention. To present the regression equation as:

$$\text{Purchase Intention} = .496 + .496 (\text{advertising})$$

4.4.4 Advertising Appeal and Repetition Effectiveness by Demographic Profile of Respondents

One-way ANOVA model was implemented to compare demographic characteristics (gender, age, marital states, child, education level, occupation and income) and investigate how they are related with advertising appeal and repetition.

The significant level of gender (0.03), age (0.000) and occupation (0.000) are less than the cut-off 0.05. Therefore, gender, age and occupation of respondents significantly determine the effect of advertising appeal and repetition of Anchor milk. Thus, the advertisement of Anchor milk has varying effect on the different gender, age and occupational level of respondents. The rest demographic profile variables are greater than 0.05($p > 0.05$): marital states (0.836), child (0.203), educational level (0.111) and income (0.05). Therefore, marital states, child, educational level and income difference between customers are insignificant in explaining advertising appeal and repetition effectiveness of Anchor milk. Thus, the advertisement of Anchor milk has equal effect on all these group respondents.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter summarizes the findings of the study together with possible recommendations. It also proposes insight within the subject matter for further research

5.1 Summary of Finding

This section will present the findings of the study in line with the objectives of the study.

With respect to the first objective, the result of the survey indicates that emotional appeal has positive and statically significant effect on purchase intention of Anchor's milk customers within Addis Ababa. Standardized Coefficients of Emotion Appeal is 0.736 which implies that on average a percent increase in Emotion Appeal will increase the intention of purchasing of Anchor milk by 73.6 percent. It can also be observed from the descriptive statistics conducted on the attitude of customers on emotional appeal. Most of the respondents do have a high positive attitude towards the emotional part in Anchor milk advertisement with Mean = 3.7062 and SD = 1.28936. Hypothesis **H1 is accepted.**

This result is more or less consistent with the study by Khanna (2016) who examined a Content Analysis of Emotional and Rational Appeals in Selected Products by rural and urban children. The study indicated that all number of appeals presents in food and beverages were large and the least were present in the case of toys and games. Emotional appeals like fun and happiness, jingles and slogans, humor was present in every commercial forming the base of appeals in commercials. The content of appeals like premium/content and parent pleasing in commercials was not found adequate. The result indicated that fun and happiness was most important emotional appeal in influencing the urban children purchase request as they enjoy looking at these ads and these ads create a remember able impact on their minds.

The second objective of the study was to examine the effect of rational appeal on purchase intention of Anchor milk customers in Addis Ababa. The result of regression regarding rational Appeal has positive and significant effect on their intention to purchase anchor milk even though it is a small amount with regression standardized Coefficients of 0.131, which implies that on average a percent increase in Rational Appeal will increase the purchase intention of customers by 13.1 percent.

Respondents have shown a moderate attitude towards the rational appeal with Mean = 3.3034 and SD = 0.93344. Hypothesis **H2 is accepted**

This result is consistent with a study by Khanna (2016) who analyzed A Content Analysis of Emotional and Rational Appeals in Selected Products by rural and urban children. He found that the claim of health nutrient, taste flavor has a strong impact on the purchase decisions.

The third objective of the study was to examine the effect of repetition on purchase intention of Anchor milk customers' in Addis Ababa. The results of the regression results relating with Repetition has statistically significant effect on customer purchase intention with standardized Coefficients of -0.283 which implies that on average a percent increase in Repetition of advertising will decrease the intention of purchase by 28.3 percent .Thus, from the results it can be conclude that the Repetition of advertising has significant but negative effect on customers purchase intention. . But when we see descriptive statics most respondents have average attitude to repetition with mean score 3.1886. Hypothesis **H3 is rejected**

This result is not consistent with the study in by Majeed and Razzak (2011) who analyzed The Impact of Television Advertisement Repetition, Celebrity Endorsement and Perceived Quality on Consumer Purchase Decision. The results of the study showed that Repetition of detergent powders advertisement positively influence consumers to purchase that brand. The reason can be that the more repetition of ads build positive image of the detergent powder brand in the mind of viewers, because viewers can think that the company which brand is commercialize on TV and repeating again and again will be the largest company. They can afford the expenditures of advertisement. So their detergent brand will also be a good brand. Another reason can be that more repetition of ads shows that company is getting return on their product through sale that's why they are investing more amounts on advertising.

This result is not also consistent with the study by Khuong and Duc Nguyen (2015) the outcome of this study also indicated the direct link between repetition of TVCs and customers' purchase intention. Obviously, this effect had been proved by Turley and Shannon (2000) that the frequency of advertisement appears was positively associated with the purchase intention and brand name recall.

Almost all previous researches are not consistent with the finding of repetition due to socio-cultural value. Our society believes that good things don't need advertising rather they promote by themselves.

Generally, the main purpose of this study is to analyze the effects of advertising appeal and repetition on intention of purchase Anchor milk. From the above data analysis, the advertising appeals which are, rational appeal and emotion appeal have a positive effect on intention of purchase Anchor milk. Whereas repetition of advertising has a negative effect on intention of purchase Anchor milk at 5% level of significance.

Joint of advertising appeal and repetition has a positive and moderate effect on purchase intention. This result is the effect of negative coefficient of repetition and high positive coefficient of emotional appeal. Coefficients of joint of advertising variables is 0.496 which implies that on average a percent increase in advertising components will increase the purchase intention by 49.6 percent. The descriptive statistics illustrated mean 3.3994 and SD 0.90749 the advertising components has positive and average effect on purchase intention. **Hypothesis H4 is accepted.**

5.2 Conclusion

The purpose of this study was to examine the effect of advertising appeal and repetition on customers purchase intention. The researcher came up to this objective by studying advertising components (emotional and rational appeal and repetition) on Television advertising in the case of Anchor milk.

- The study discloses the correlation between emotional appeal, rational appeal and repetition with purchase intention which ranges from weak correlation to strong correlation. All advertising variables are positively correlated with purchase intention. This implies that the increased use of each type of ad will progress or improve purchase intention

- The fourth objective was identifying the most effective purchase intention factor, emotional appeal is the answer. From the three advertising variables emotional appeal has a more significant positive effect on purchase intention followed by rational appeal and repetition consequently. Emotional appeal has vital effect on purchase intention for low involvement products. Critical information in advertising is needed at introductory level of product. Repetition is one of significant factor affecting purchase intention but its need critical decision on the optimal number of exposures.

5.3 Recommendation

Depending on the findings of the study and conclusions made, quite a number of important recommendations can be drawn from the findings of this study which are also applicable to similar business groups.

- Creating purchase intention in the mind of consumer is the main objective of an advertisement. Therefore, Marketing experts and advertising agencies should assess the relative importance of these appeals in terms of perceptions of the targeted market. Then, it is easy to design appropriate advertisement in line with product. Such strategies will assist to increase the attractiveness of advertising messages which leads to advertising effectiveness.
- The number of exposure should in line with audiences' response. Repetition should continue up to optimal positive response and cut when a sign of negative response began.
- To keep effectiveness of an advertisement, companies should continuously amend or make different advertisements. The content of the message should provide useful information so that customers can be able to identify the brand and understand the unique feature of it.
- Implementing other integrated communicational tools such as sales promotion, personal selling, public relations and direct marketing in line with advertisement have great effect on purchase intention. These help organizations to make close relationship with external environment.

5.4 Limitation of the Study and Further Area of Investigation

The research has several limitations shown as follows:

- Since the purpose of this study was to examine the effect of advertising appeal and repetition on purchase intention, other factors such as distribution channel, word of mouth, knowledge of customer, package, perceived price, store image, perceived economic, etc... have not been covered within this research. The influence of advertising to purchase intention is limited to a certain level. Therefore, there is a scope for further studies to evaluate the effect of other factors on purchase intention.
- This research conducted on TV advertisement only. Other types of advertisement media such as radio, print media, internet, outdoor, etc ... are excluded from the study while several studies can be conducted on the specified media.
- The research focused on three types of emotional appeal: family, pleasure and celebrity endorsement, and one type of rational appeal which is product feature. Various studies can be conducted by other types of advertising appeal such as fear, hope, excitement, daring, anger, shame, rejection, price, product/services popularity appeal etc... that have not been covered within this research.
- This study examined the effect of advertising appeal and repetition on customers purchase intention by focusing only on Anchor milk. The effect of advertising on purchase intention can also be studied on other products and services.
- Non-probability sampling specifically convenience leads to bias in selection of the sample.
- The scope of the study is limited to Addis Ababa specifically in North and East Addis. Hence, other parts of country's region could be examined in order to consider socioeconomic and cultural difference which may result in a better reliability and generalization.

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Appendix A

Addis Ababa University School of Commerce
Department of Marketing Management
Questionnaire

Dear Respondent,

I am conducting a research which shall be submitted in partial fulfillment of the requirements for Master's Degree in Marketing Management. The purpose of this study is to understand **“The Effect of Advertising Appeal and Repetition on Customers Purchase Intentions – The Case of Anchor Milk”**. Therefore, this is to kindly request you to take some of your precious time to fill the questionnaire at your convenience. Your willingness and cooperation in giving reliable information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality. If you would like further information about this study or have problem in completing this questionnaire please contact me using my phone number 0920-xx-xx-xx. In advance, I thank you very much for your active cooperation.

Sincerely,

DagmawitAklog

Part -I: Respondents Profile,

Direction: Please choose one answer that describes your current situation and mark it (✓).

1. Gender ☐ Male ☐ Female
2. Age ☐ below 20 ☐ 20-30 ☐ 30-40 ☐ 40-50 ☐ above 50
3. Marital states ☐ Single ☐ Married
4. Do you have a child? ☐ Yes ☐ No

5. What is your education level? ☐ High school and preparatory ☐ TVET ☐ Diploma
☐ Bachelor degree ☐ Master degree and higher
6. What your occupation ☐ Full time student ☐ Self-employed ☐
 permanent employee in organization ☐ temporary employee in organization ☐ other
7. Monthly income ☐ below 2,000 ☐ 2,000-5,000 ☐ 5,000-10,000 ☐
 10,000 and above

Part II: Factors Affecting Purchase Intention

Direction: Please indicate your level of agreement/disagreement with the following items associated with advertisement (ad) practice of ANCHOR MILK on a 5-point Likert scale **by encircling the appropriate number against each question.** Where, (1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree).

S. N	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
A	Emotion Appeal					
1	Anchor milk ad shows friendship atmosphere between parent and children	1	2	3	4	5
2	Anchor milk ad shows gorgeous relationship between mother and children	1	2	3	4	5
3	Anchor milk ad shows me a family I want to have	1	2	3	4	5
4	Anchor milk ad shows the role of family in the children's first education and development	1	2	3	4	5
5	Anchor milk ad shows a stable family and peaceful family life	1	2	3	4	5
6	Anchor milk ad shows fun and happiness	1	2	3	4	5
7	Anchor milk ad presence in enjoyable atmosphere	1	2	3	4	5

S.N	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
8	Anchor milk ad shows me impressive quality of life	1	2	3	4	5
9	The celebrity shown in the Anchor milk ad is trustworthy	1	2	3	4	5
10	Celebrity shown in the Anchor ad have association with product	1	2	3	4	5
11	The profession of endorser shown in the ad appropriately matched with the intended audience	1	2	3	4	5
12	Celebrity shown in the ad correctly represent the performance of the product	1	2	3	4	5
13	The celebrity in Anchor ads makes me to think that the product is of good quality.	1	2	3	4	5
14	I believe celebrity shown in Anchor ad use the product herself	1	2	3	4	5
B	Rational Appeal					
15	Anchor milk ad informs the consumers about the quality of the product	1	2	3	4	5
16	Anchor milk ad informs the consumer about the usage of the product	1	2	3	4	5
17	I feel the information in the ad of Anchor milk is believable	1	2	3	4	5
18	Anchor milk ad demonstrating product use, benefits and product features	1	2	3	4	5
19	The advertiser is using an effective message in ad	1	2	3	4	5
C	Repetition					
20	I feel repetition of Anchor ad in line with the product	1	2	3	4	5
21	I believe ad of Anchor milk is repeated many times	1	2	3	4	5
22	I easily recognize Anchor brand among other competitor because of repetition	1	2	3	4	5
23	I believe more repetition of Anchor ads change consumers positive thought about brand into negative.	1	2	3	4	5
24	I believe repetition of Anchor ad help me to make better choice.	1	2	3	4	5

Part III: Purchase Intention

Direction: Please indicate your level of agreement/disagreement with the following items associated with Purchase intention regarding advertisement practice of ANCHOR MILK on a 5-point Likert scale **by encircling the appropriate number against each question.** Where, (1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree.

S. No	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
25	I desire to buy Anchor milk because of ad.	1	2	3	4	5
26	I study about Anchor milk because of ad.	1	2	3	4	5
27	Ads Of anchor milk influence me to use it	1	2	3	4	5
28	I purchase Anchor milk because of ad.	1	2	3	4	5

Thank You for filling the questionnaire completely!!!

Appendix B

በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የገበያ ጥናት ክፍል መጠይቅ

ውድ ተሳታፊዎች

እኔ በአሁኑ ወቅት በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት በማርኬቲንግ ማኔጅመንት ማስተርስ ዲግሪ ማሟያ የመመረቂያ ጥናቴን እየሠራሁ እገኛለሁ። የዚህ መጠይቅ አላማም የአንክር ወተት ማስታወቂያ በደንበኞች የመግዛት ፍላጎት ላይ ያመጣውን ተጽእኖ ለማሳየት ነው። ስለዚህም በትህትና ካላችሁ ውድ ጊዜ ላይ ትንሹን ሰውነትህ መጠይቁን እንድትሞሉ እጠይቃለሁ።

የሚፈለገውን መረጃ በመስጠት የሚኖራችሁ ንቁ ተሳትፎ ስኬታማ በሆነ መንገድ ጥናቴን ለማጠናቀቅ በከፍተኛ ደረጃ አስፈላጊ ነው። የምትሰጡት መረጃ በሚስጥር የሚያዝ ሆኖ ለአካዳሚያዊ ጉዳይ ብቻ የሚውል ይሆናል። ጥያቄዎቹን በሚመለከት ጥያቄ ካላችሁ በስልክ ቁጥር 09-20-XX-XX-XX ልታነጋግሩኝ ትችላላችሁ። ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

ከሰላምታ ጋር

ዳግማዊት አክሎግ

ክፍል 1: የመላሹ የግል ሁኔታ

መመሪያ:- ትክክለኛው አማራጭ ላይ የራዊት (✓) ምልክት ያድርጉ

1. ፆታ ☐ ወንድ ☐ ሴት
2. እድሜ ☐ ከ20 ዓመት በታች ☐ ከ40-50 ዓመት
☐ ከ20-30 ዓመት ☐ ከ50 ዓመት በላይ
☐ ከ30-40 ዓመት
3. የጋብቻ ሁኔታ ☐ ያላገባ ☐ ያገባ
4. ልጅ አለዎት? ☐ አለኝ ☐ የለኝም
5. የደረሱበት የመጨረሻ የትምህርት ደረጃ
☐ ከፍተኛ ሁለተኛ ደረጃ ☐ የመጀመሪያ ዲግሪ
☐ ቴክኒክ እና ሙያ ☐ የሁለተኛ ዲግሪ እና ከዚያ በላይ
☐ ዲፕሎማ
6. የስራዎ ሁኔታ ☐ ተማሪ ☐ የግል ሠራተኛ ☐ ሌላ
☐ ቋሚ ተቀጣሪ ሰራተኛ ☐ ጊዜያዊ ተቀጣሪ ሠራተኛ

7. የወር ገቢ በብር ከብር 2,000 በታች ከብር 5,000-10,000
 ከብር 2,000-5,000 ከብር 10,000 በላይ

ክፍል 2: የመግዛት ፍላጎትን የሚወስኑት ሁኔታዎች

መመሪያ : እባክዎን ከተሰጡት አማራጮች ውስጥ የአንክር ወተት ማስታወቂያን ይዘት ይገልፃል ብለው የተስማሙበት ላይ ያክብቡ። 1. በጣም አልስማማም 2. አልስማማም 3. ገለልተኛ 4. እስማማለሁ 4. በጣም እስማማለሁ

	መግለጫ	በጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
ሀ	ስሜትን የሚነካ ይዘት					
1	አንክር ወተት ማስታወቂያ የወላጆችን እና የልጆችን የጓደኝነት ሁኔታ ያሳያል	1	2	3	4	5
2	የአንክር ወተት ማስታወቂያ የእናት እና ልጅን አስደናቂ ግንኙነት ያሳያል	1	2	3	4	5
3	የአንክር ወተት ማስታወቂያ እንዲኖረኝ የምፈልገውን ቤተሰብ አሳይቶኛል	1	2	3	4	5
4	የአንክር ወተት ማስታወቂያ ወላጆች የልጆቻቸው ትምህርት እና አስተዳደግ ላይ ያላቸውን ጉልህ ሚና ያሳያል	1	2	3	4	5
5	የአንክር ወተት ማስታወቂያ የተረጋጋ ቤተሰብን እና ሰላም የሰፈነበትን ህይወት ያሳያል	1	2	3	4	5
6	የአንክር ወተት ማስታወቂያ ቀልድ እና ጨዋታን ያሳያል	1	2	3	4	5
7	የአንክር ወተት ማስታወቂያ የማዝናናት ባህሪ አለው።	1	2	3	4	5
8	የአንክር ወተት ማስታወቂያ ድንቅ የሆነ የህይወት ዘይቤን ያሳያል	1	2	3	4	5
9	የአንክር ወተት ማስታወቂያ ላይ ያላቸውታዋቂ ግለሰብ በህዝቡ ዘንድ ተአማኒነት አላት	1	2	3	4	5
10	አንክር ወተት እና ታዋቂ ግለሰብ የሚዛመዱ ናቸው	1	2	3	4	5

	መግለጫ	በጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
11	በአንክር ወተት ማስታወቂያ ላይ ያለችው ታዋቂ ግለሰብ ሙያ በተመልካቹ ዘንድ ተቀባይነት አለው	1	2	3	4	5
12	የአንክር ወተት ማስታወቂያ ላይ ያለችው ታዋቂ ግለሰብ የምርቱን ብቃት አሳይታለች	1	2	3	4	5
13	የአንክር ወተት ማስታወቂያ ላይ ያለችው ታዋቂ ግለሰብ የምርቱ ጥራት አሳይታለች	1	2	3	4	5
14	የአንክር ወተት ማስታወቂያ ላይ ያለችው ታዋቂ ግለሰብ ምርቱን ለራሷ የምትጠቀም ይመስለኛል	1	2	3	4	5
ለ	ምክኒያታዊ ይዘት					
15	የአንክር ወተት ማስታወቂያ ጥራት ያለውን ምርት ለተጠቃሚው እንደሚያቀርብ ያሳያል	1	2	3	4	5
16	የአንክር ወተት ማስታወቂያ ተጠቃሚው እንዴት ምርቱን እንደሚጠቀም ያሳያል	1	2	3	4	5
17	የአንክር ወተት ማስታወቂያ ላይ ያለው መረጃ ተአማኒነት ያለው እንደሆነ ይሰማኛል	1	2	3	4	5
18	የአንክር ወተት ማስታወቂያ የምርቱን ጥቅም እና ዋና መለያ ፀባይ ይሳያል	1	2	3	4	5
19	የአንክር ወተት ማስታወቂያ ማስተላለፍ የፈለገውን መልዕክት በጥሩ ሁኔታ አስተላልፏል	1	2	3	4	5
ሐ	የማስታወቂያው ድግግሞሽ					
20	የአንክር ወተት የማስታወቂያው ድግግሞሽ ከምርቱ ጋር አብሮ ይሄዳል	1	2	3	4	5
21	የአንክር ወተት ማስታወቂያ ብዙ ጊዜ የታየ ይመስለኛል	1	2	3	4	5
22	አንክር ወተትን በቀባሉ ከሌሎች ተፎካካሪ ድርጅቶች በማስታወቂያው መደጋገም የተነሳ ለይቼ አውቀዋለሁ	1	2	3	4	5
23	የአንክር ወተት ማስታወቂያ ድግግሞሽ ደንበኛው ለምሪቱ ያለውን ጥሩ ስሜት ይሸረሸረዋል	1	2	3	4	5
24	የአንክር ወተት ማስታወቂያ መደጋገም የተሻለ ምርጫ እንዲኖረኝ እድርጓል	1	2	3	4	5

ክፍል 3 : የመግዛት ፍላጎት

መመሪያ : እባክዎን ከተሰጡት አማራጮች ውስጥ የአንክር ወተት ማስታወቂያ በተጠቃሚው የመግዛት ፍላጎት ላይ ያሳደረውን ተጽእኖ ይገልጻል ብለው የተስማሙበትን አክብቡ። **1.በጣም አልስማማም 2. አልስማማም 3. ገለልተኛ 4. እስማማለሁ 5. በጣም እስማማለሁ**

	መግለጫ	በጣም አልስማማም (1)	አልስማማ ም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
25	አንክር ወተትን በማስታወቂያው ምክንያት መግዛት እፈልጋለሁ	1	2	3	4	5
26	የአንክር ወተትን ማስታወቂያ ካየሁ በኋላ ተጨማሪ መረጃዎችን ሠበሰብኩ	1	2	3	4	5
27	የአንክር ወተት ማስታወቂያ ምርቱን እንደጠቀመው ተጽእኖ አሳድሮብኛል	1	2	3	4	5
28	የአንክር ወተትን የገዛሁት በማስታወቂያው ምክንያት ነው	1	2	3	4	5

ውድ ጊዜዎን ሰውተው መጠይቁን ስለሞሉ አመሠግናለሁ።

Appendix C

One-way ANOVA for gender

ANOVA

Advertising gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.005	1	7.005	8.889	.003
Within Groups	137.114	174	.788		
Total	144.119	175			

ANOVA

One-way ANOVA for marital states

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.036	1	.036	.043	.836
Within Groups	144.083	174	.828		
Total	144.119	175			

One-way ANOVA for age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.492	4	4.373	5.905	.000
Within Groups	126.627	171	.741		
Total	144.119	175			

ANOVA

One-way ANOVA for child

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.340	1	1.340	1.633	.203
Within Groups	142.779	174	.821		
Total	144.119	175			

ANOVA

One-way ANOVA for education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.160	4	1.540	1.909	.111
Within Groups	137.959	171	.807		
Total	144.119	175			

ANOVA

One-way ANOVA for occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.757	4	4.689	6.396	.000
Within Groups	125.362	171	.733		
Total	144.119	175			

ANOVA

One-way ANOVA for income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.358	3	3.453	4.440	.005
Within Groups	133.761	172	.778		
Total	144.119	175			